

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2022
(Sixth Semester)

Branch – NUTRITION, FOOD SERVICE MANAGEMENT AND DIETETICS

DISCIPLINE SPECIFIC ELECTIVE - II:
FOOD PRODUCT DEVELOPMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

1. Surimi and kamaboko-based products comes under
(i) Innovative products (ii) Creative Products
(iii) Line Extensions (iv) Repositioned existing Products
2. -----may also be necessary to create a new market niche for existing products
(i) Innovation (ii) Reformation (iii) Reformulation (iv) Repackaging
3. In which acceptance test “extreme like” to “extreme dislike” scale is used
(i) Ratio Scale (ii) Preference Scale (iii) Hedonic Scale (iv) Interval Scale
4. Which of the following are the factors to be considered in designing the Product Development Process?
(i) Environment (ii) Technology (iii) Marketing (iv) All the Above
5. Dominant interaction in new product development is
(i) Customer–consumer (ii) consumer–manufacturer
(iii) manufacturer–seller (iv) seller–customer
6. Elaborate IPR.
(i) Intelligent Property Right (ii) Intellectual Property Rights
(iii) Intuitive Propagation right (iv) All the Above
7. What is an IPR for a technical invention?
(i) Copyright (ii) Trade mark (iii) Trade Secret (iv) Patent
8. Identify the consumers concept on Product
(i) product image (ii) product position (iii) Acceptance (iv) Market Share
9. How many principles are in HACCP
(i) 5 (ii) 6 (iii) 7 (iv) 8
10. Which sensory test is used to determine the difference exists between products with respect to some sensory quality or between a reference sample and a test sample?
(i) Objective test (ii) Subjective test (iii) Descriptive test (iv) Triangular test

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 7 = 35)

11. a) Define and illustrate the characteristics of New Food Products
OR

b) Discuss the impact of corporate and Technological need in developing new Products.

Cont...

12. a) Point out the principles of Food Product Development.

OR

b) Explain the steps involved in the sensory analysis of food products

13. a) State the principles of product development management.

OR

b) How will you organize and manage the product development process.

14. a) Bring out the role of marketing in Product development.

OR

b) Discuss the measures to meet the marketing needs of the product.

15. a) Write the steps involved in launching the product.

OR

b) Outline the strategies to evaluate the launched product.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

16. Elucidate the role of consumers in product development.

17. Summarize the stages of Food Product Development.

18. Enumerate on Quality Management System and HACCP.

19. Highlight on marketing plan, IPR and Patenting.

20. Analyze on the emerging opportunities in food product development.

Z-Z-Z

END